



2015 SPONSORSHIP PROSPECTUS



FACT SHEET

Date: Saturday, October 3rd, 2015

Time: 10am-2pm

Where: Historic Franklin Tennessee
The Park at Harlinsdale Farm
239 Franklin Rd.
Franklin, TN 37064

What: Family Day Celebration

- Cane Pole Fishing
- Hay Rides
- Miniature Train Rides
- Inflatables
- Games
- Pony Rides
- Petting Zoo
- Interactive Farm Fun Stops (Color Pumpkins, Crafts, Corn Box, etc.)
- Delicious Local Food offerings
- Live Music & Performances by local Musicians
- Horsemanship & additional entertainment in the Arena

Admission: FREE to attend and participate in all activities.

Founded by: City of Franklin Parks



ABOUT US

Our Mission Family Day is a one-day Fall Festival designed to inspire families to connect to the Franklin community by enjoying the parks, engaging with nature, and celebrating the rich history of our area.

Our Core Values

Foster Appreciation of Nature. We strive to engage and inspire the families of middle Tennessee to foster a love of nature by exposing them to new and unique experiences.

Value Community. We respect and celebrate the involvement of all people and seek to enhance the sense of pride in the Franklin community.

Create experiences to increase health in the community. We produce an annual celebration of a historic horse farm that encourages physical activity in a fun and unique way.

Deliver the Highest Standards with Integrity and Accountability. We value quality and authenticity. We produce an annual opportunity for local families to experience the outdoors and historic traditions in a fun and family friendly event.

Our Vision We will present an ongoing family event to encourage quality interaction, promote involvement in the Franklin community, and encourage activity and engagement in the outdoors.

Our History Family Day is presented by The City of Franklin Parks Department. In its 8th year we attracted over 5000 attendees. We are increasing our efforts to engage our area businesses in order to be able to expand the various activities and continue to offer this event free for families in the area.



SUMMARY

The 9th Annual Family Day Celebration is the City of Franklin Parks' Signature Annual Event. This free annual festival is open to the public and draws families from all over Middle Tennessee on the first Saturday of October each year.

This family festival features many opportunities for kids and their families to have a great time on the farm with various free activities including: hay rides, miniature train rides, pony rides, petting zoo, inflatables, cane pole fishing, games, crafts, prizes, photo opportunities, and more. The chance to sit and enjoy live performances from local musicians while sampling culinary offerings by local restaurants and food vendors adds to the relaxed outdoor experience. Sponsors and community businesses offer a variety of interactive Farm Stops designed to engage and expose youth in the community to all types of active farm fun.

The 9th Annual Family Day Celebration is presented by the City of Franklin Parks Department. The City of Franklin Parks is committed to promoting the love of nature and providing opportunities for enjoyment of the parks in Franklin. The Park at Harlinsdale Farm is a Franklin Landmark established in 1935. It was once called the most significant historic farm associated with the modern Tennessee Walking Horse industry. The Park at Harlinsdale Farm is a passive park, maintaining, and protecting the history of the farm and offers walking/running paths, a catch and release pond, a dog park, a children's garden, and a venue for various public and private events.









SPONSORSHIP OPPORTUNITIES

Name Association

Positive Brand Awareness comes from associating your brand and product or service with a respected and celebrated property. The City of Franklin is known both locally and nationally as a destination with much to offer. Family Day is a city-sponsored annual event with a fantastic local reputation.

Marketing Highlights

There is really nothing like the face-to-face opportunity to promote your product or service directly to a desirable audience. And association with a longstanding and well-respected organization in the community, brand affinity is key. Co-branded marketing opportunities imply an Event endorsement that adds increased validity to your message/product. Dependable studies conclude that events have a measurable impact on consumer sales and brand awareness. Join us today and start taking advantage of these opportunities:

- Sampling & couponing
- Networking
- Naming rights
- Use of corporate logo in product promotion
- Cross promotions
- High visibility signage
- Advertising & promotion
- High traffic locations

Impressions

Depending on your level of investment, your message will be seen during the festival's promotional periods as well as on-site. We target just about every demographic through a variety of media:

- Print advertising
- Radio advertising
- Event maps
- Website
- On-site banner signage
- Social media
- Posters
- On-site entry signage



AVAILABLE BENEFITS

Naming Rights Attach your company name or brand to specialty area within the festival.

Website Listing or brand on www.franklinton.gov/FamilyDay with hyperlink to company website. Event website featured on all promotional materials and advertising.

Printed Materials

Poster – distributed and posted throughout Franklin Area.

Event Program & Map – issued on-site during event.

Advertising

Print – Comprehensive advertising schedule with Williamson Parent, The Williamson Herald, and Franklin Homepage.

News Releases News releases issued by the City of Franklin include sponsor names according to the level of investment.

Official Festival Map & Schedule

Guide to Family Day event: schedules, available activities, and more. Logo inclusion is exclusive to Event sponsors.

Entry Signage Your company name or brand on Entry Signage at main entrance of Event.

Farm Stop Booth Space On-site space to market and promote your product or brand while directly interacting with event attendees.

On-site recognition

Banners – depending on the level of investment. Banners placed throughout festival site, on stage, at farm stop booth, at sponsored location, and more.

Exclusivity Depending on your level of investment, your company or name of brand will enjoy freedom from competitors.



SPONSORSHIP

At Family Day we believe in customizing a package that works for you! Whether you are looking for branding or corporate giving, we have an extensive selection of opportunities that include attaching your name to a special event. Whether your goal is marketing, public relations, community giving, or a combination, we will find the right fit for your company. We'll work with you to design a package that works to accomplish the goals of your business model.

Sponsorships range in price from \$350 to \$3000. We entertain both cash and in-kind inquiries and encourage participation. We are proud of our generous partners who create magical and creative experiences during our Family Day event. The previous page outlines the possible branding and public relations opportunities available. Specific event components available for sponsorship at 2105 Family Day include:

Inflatable Zone

Main Stage Sponsor

Information Booth

Hay Ride Sponsor

Petting Zoo

Horse Obstacle Course

Farm Fun Stop Sponsors

On the Farm Game Sponsors

First Aid Tent Sponsor

Cane Pole Fishing

Photo Booth Sponsor

Miniature Train Sponsor



CONTACT

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